

# UNPRECEDENTED?

How is Covid-19 changing  
the way we stay **entertained**?

## Who's on screen



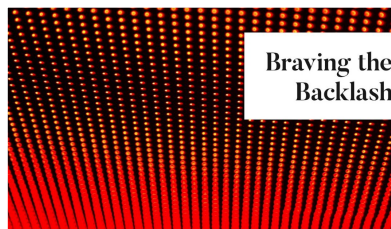
**Mobbie Nazir**  
Global Chief  
Strategy Officer

**Lore Oxford**  
Global Head of  
Cultural Insights



# Our thought leadership

Unprecedented? is the latest addition to our public facing research and thought leadership.



## Who we work with

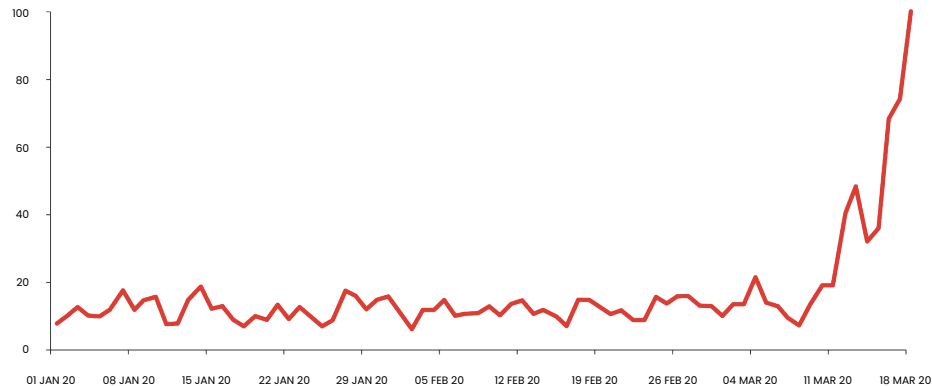
The most pioneering global brands in the world.

The logo for Activision, featuring the word "ACTIVISION" in a bold, black, sans-serif font.The Burberry logo, featuring the word "BURBERRY" in a bold, black, sans-serif font.The Google logo, featuring the word "Google" in its multi-colored, sans-serif font.The Amazon logo, featuring the word "amazon" in a lowercase, sans-serif font with a yellow arrow pointing from the 'a' to the 'z'.The Virgin Atlantic logo, featuring the words "virgin atlantic" in a lowercase, sans-serif font with a small red and white logo to the right.The Netflix logo, featuring the word "NETFLIX" in a bold, red, sans-serif font.The YouTube logo, featuring the words "You Tube" in white, sans-serif font on a red rounded rectangle background.The Mary Kay logo, featuring the words "MARY KAY" in a serif font.The Vodafone logo, featuring a red speech mark icon followed by the word "vodafone" in a lowercase, sans-serif font.The Guinness logo, featuring a harp icon above the word "GUINNESS" in a serif font.

# Introducing Unprecedented?

A series in which we explore how much Covid-19 has really changed the way we behave online – not just now, but in the long-term.

This year, there's been unprecedented use of the word 'unprecedented'



# Introducing Unprecedented?

A series in which we explore how much Covid-19 has really changed the way we behave online – not just now, but in the long-term.

# 01

How is Covid-19  
changing the way we  
**connect?**

# Introducing Unprecedented?

A series in which we explore how much Covid-19 has really changed the way we behave online – not just now, but in the long-term.

# 01

How is Covid-19 changing the way we **connect**?

# 02

How is Covid-19 changing the way we stay **entertained**?

# Introducing Unprecedented?

A series in which we explore how much Covid-19 has really changed the way we behave online – not just now, but in the long-term.

# 01

How is Covid-19 changing the way we **connect**?

# 02

How is Covid-19 changing the way we stay **entertained**?

# 03

How is Covid-19 changing the way we get **informed**?





How is Covid-19 changing  
the way we stay **entertained**?

# Who contributed

We Are Social boasts a team of 800+ social experts spread across 15 offices globally, our global cultural knowledge is unmatched by most creative agencies.

Our **Social Spotting Network** is a core group of collaborators whose collective brain ensures we're keeping track of cultural shifts on a global scale.



# Who contributed



**Dr. Tunisha Singleton**  
Media Psychologist &  
Brand Consultant



**Matteo Bellini**  
Integrated Media Manager  
at IKEA Italia

**Harvey Cossell**  
Group Head of Strategy, UK



**Werner Iucksch**  
Strategy Director, Singapore



**Bruno Tecci**  
Head of Strategy, Italy



Covid-19 has led to some **major disruptions** in the way we spend our downtime...



Covid-19 has led to some **major disruptions** in the way we spend our downtime...

**01** Less time outside,  
more time online



Covid-19 has led to some **major disruptions** in the way we spend our downtime...

**01** Less time outside,  
more time online

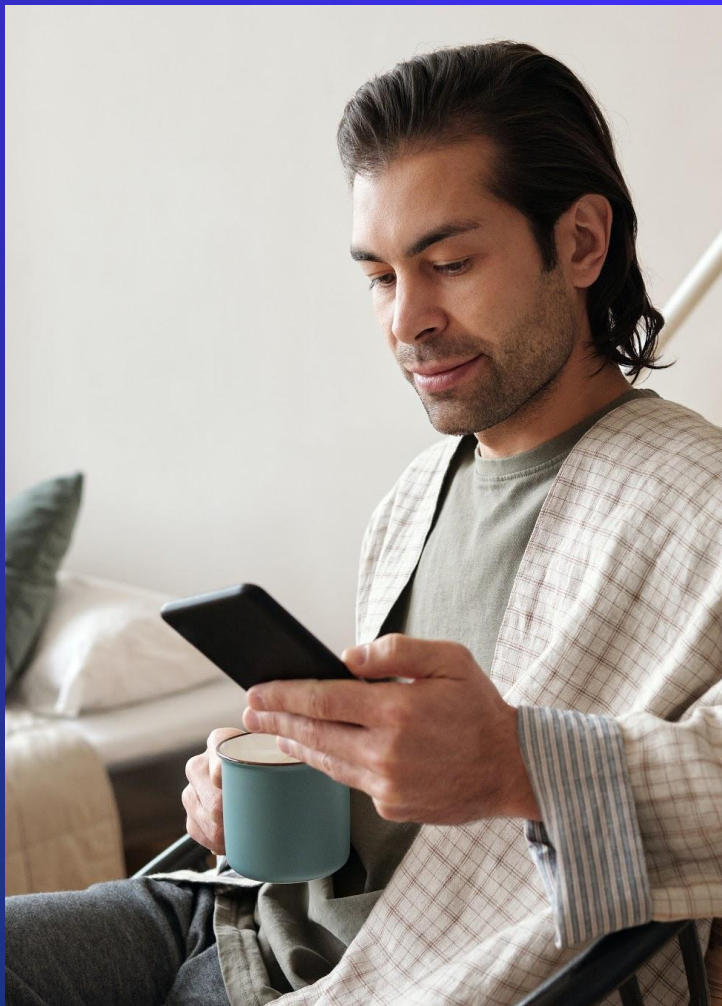
**02** More anxiety,  
more escapism



Covid-19 has led to some **major disruptions** in the way we spend our downtime...

- 01** Less time outside, more time online
- 02** More anxiety, more escapism
- 03** Less routine, more experimentation





In this environment,  
swathes of **new**  
**behaviours** have  
emerged.



We designed a framework to interrogate which behaviours are more likely to be for the **longer term...**

**EXISTING BEHAVIOUR**



**Firstly, is it truly new,  
or is it part of an  
existing behaviour?**

**NEW BEHAVIOUR**

**EXISTING BEHAVIOUR**

**EXISTING MOTIVATION**

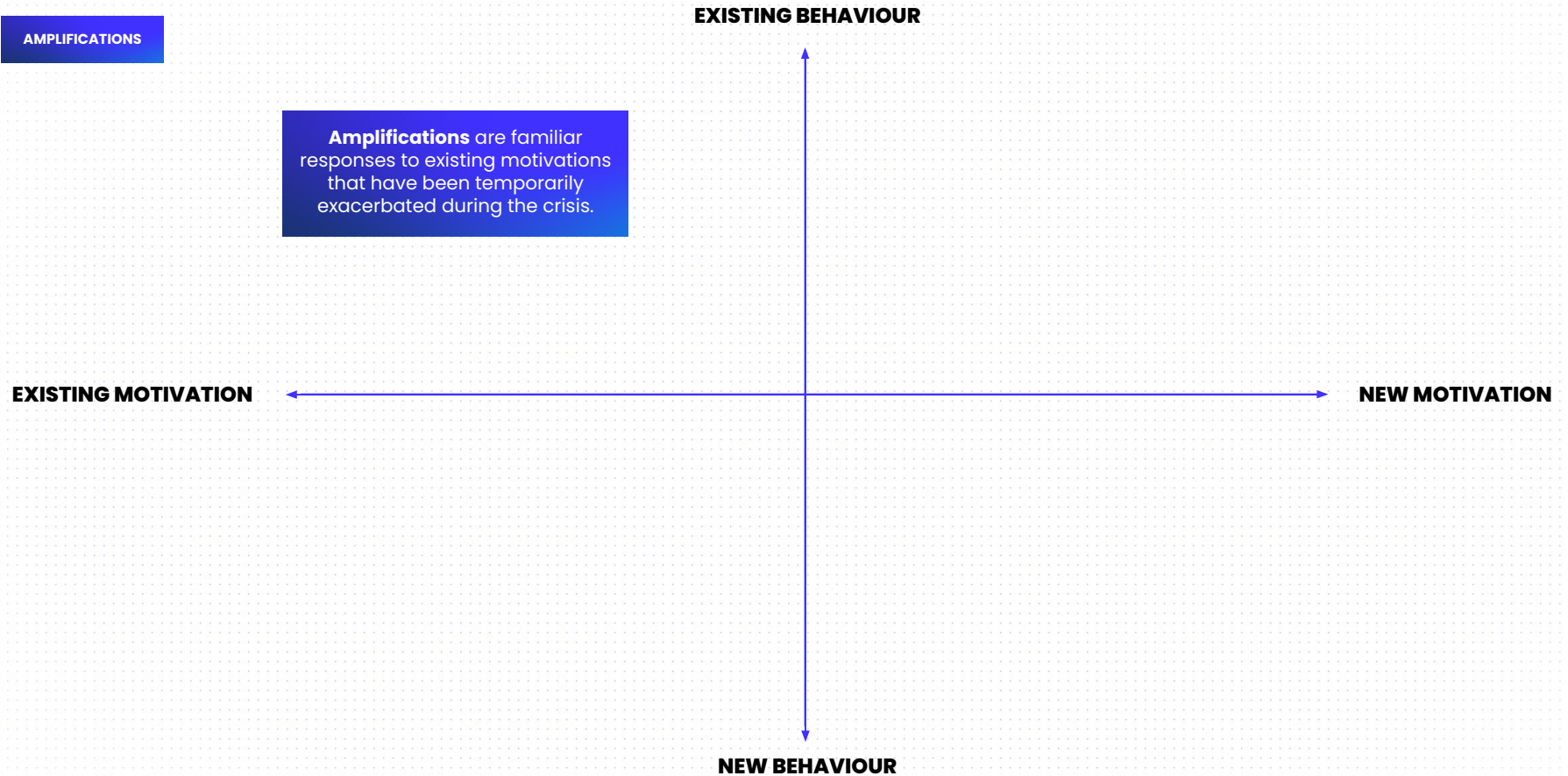
**NEW MOTIVATION**

**Secondly, does it speak to an existing motivation that couldn't be served during the crisis, or speak to a new one that's developed because of the crisis?**

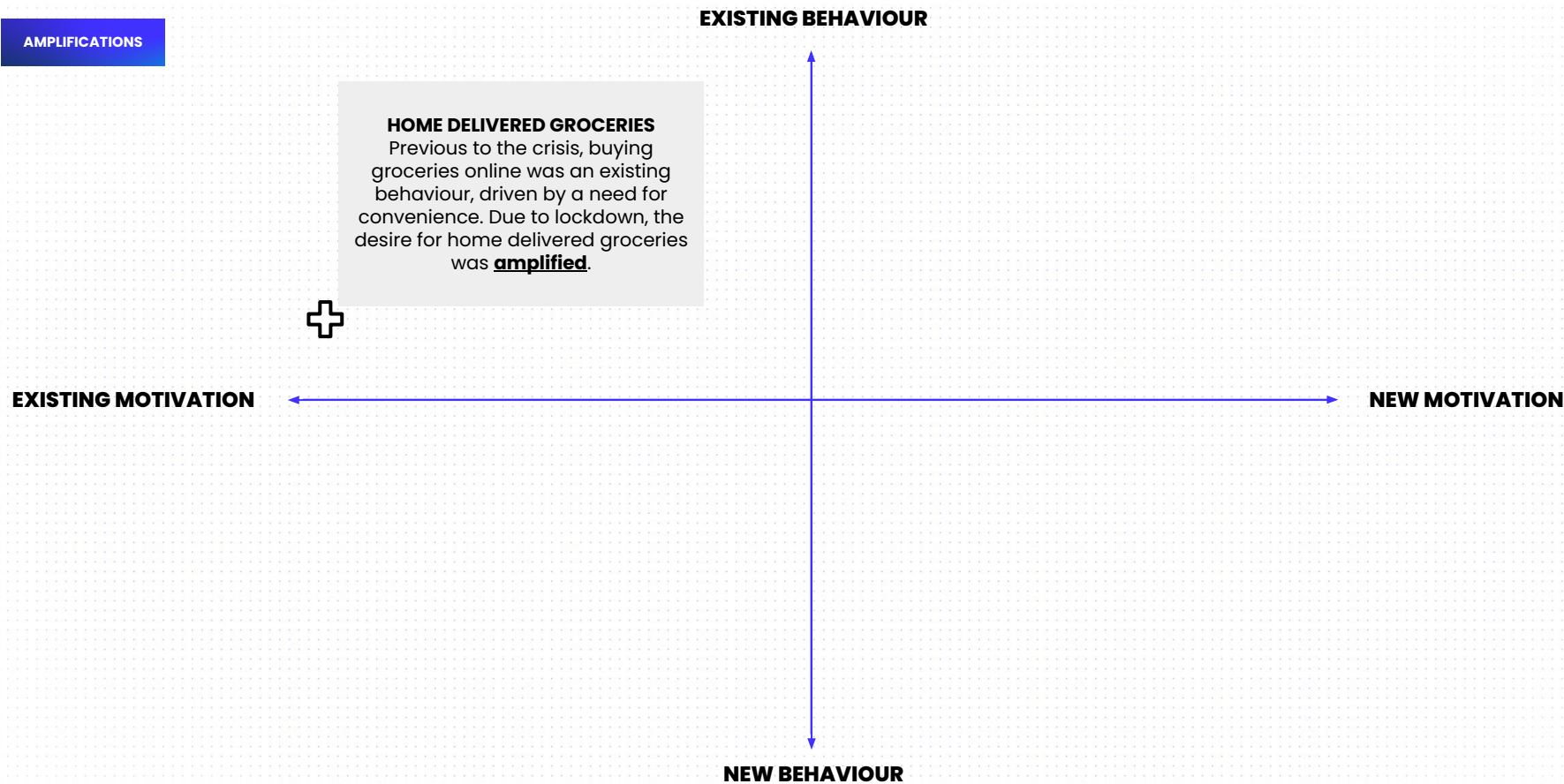
**NEW BEHAVIOUR**

## AMPLIFICATIONS

**Amplifications** are familiar responses to existing motivations that have been temporarily exacerbated during the crisis.



## AMPLIFICATIONS



## AMPLIFICATIONS

## EXISTING BEHAVIOUR

**HOME DELIVERED GROCERIES**  
Previous to the crisis, buying groceries online was an existing behaviour, driven by a need for convenience. Due to lockdown, the desire for home delivered groceries was **amplified**.



## EXISTING MOTIVATION

## NEW MOTIVATION

**Substitutes** are new responses to the crisis that serve existing motivations and desires in the short-term.

## SUBSTITUTES

## NEW BEHAVIOUR

## AMPLIFICATIONS

## EXISTING BEHAVIOUR

**HOME DELIVERED GROCERIES**  
Previous to the crisis, buying groceries online was an existing behaviour, driven by a need for convenience. Due to lockdown, the desire for home delivered groceries was **amplified**.



## EXISTING MOTIVATION

## NEW MOTIVATION

**DIGITAL SUPPER CLUBS**

During the crisis, people were trialling virtual food events – from supper clubs to wine tastings – a new behaviour to **substitute** the existing desire to eat out in social spaces.



## NEW BEHAVIOUR

## SUBSTITUTES

AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR

**HOME DELIVERED GROCERIES**  
Previous to the crisis, buying groceries online was an existing behaviour, driven by a need for convenience. Due to lockdown, the desire for home delivered groceries was **amplified**.

**Adaptations** are existing behaviours that serve new motivations in the wake of the crisis.



EXISTING MOTIVATION

NEW MOTIVATION

**DIGITAL SUPPER CLUBS**  
During the crisis, people were trialling virtual food events – from supper clubs to wine tastings – a new behaviour to **substitute** the existing desire to eat out in social spaces.



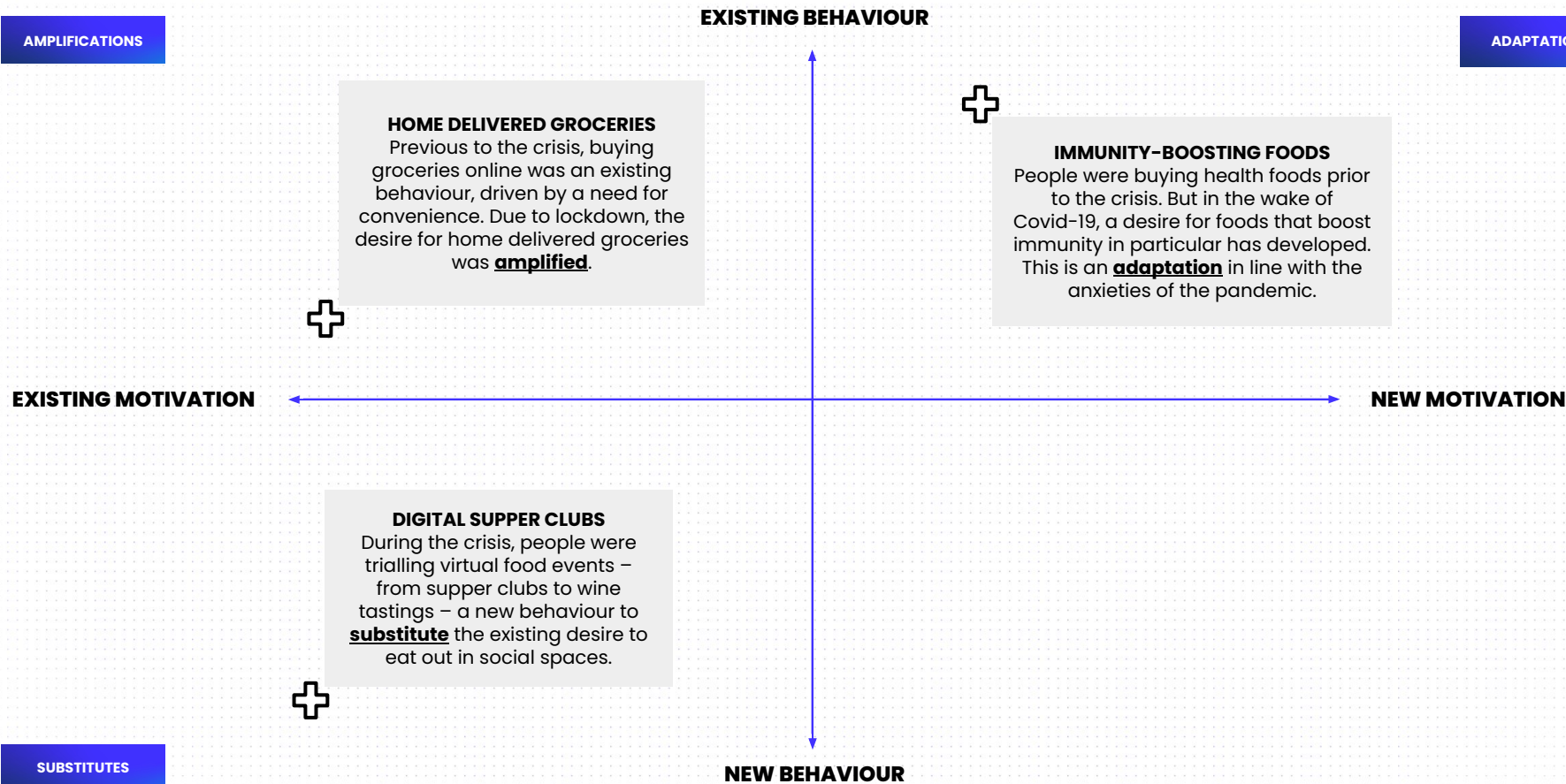
NEW BEHAVIOUR

SUBSTITUTES



AMPLIFICATIONS

ADAPTATIONS



SUBSTITUTES

AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR

**HOME DELIVERED GROCERIES**  
 Previous to the crisis, buying groceries online was an existing behaviour, driven by a need for convenience. Due to lockdown, the desire for home delivered groceries was **amplified**.

**IMMUNITY-BOOSTING FOODS**  
 People were buying health foods prior to the crisis. But in the wake of Covid-19, a desire for foods that boost immunity in particular has developed. This is an **adaptation** in line with the anxieties of the pandemic.

EXISTING MOTIVATION

NEW MOTIVATION

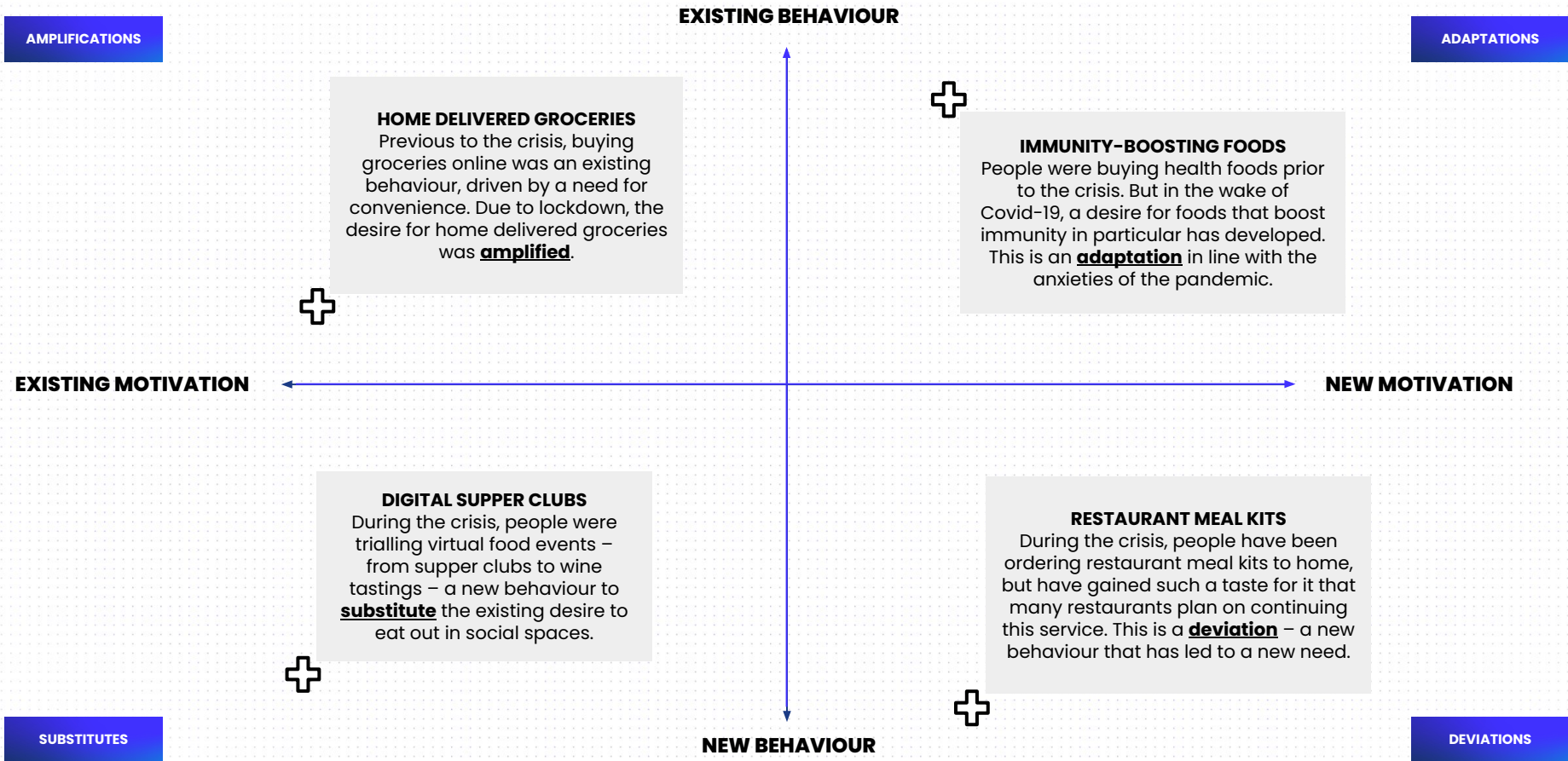
**DIGITAL SUPPER CLUBS**  
 During the crisis, people were trialling virtual food events – from supper clubs to wine tastings – a new behaviour to **substitute** the existing desire to eat out in social spaces.

**Deviations** are new responses to new motivations that could persist beyond the crisis.

SUBSTITUTES

DEVIATIONS

NEW BEHAVIOUR



AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR

**HOME DELIVERED GROCERIES**  
 Previous to the crisis, buying groceries online was an existing behaviour, driven by a need for convenience. Due to lockdown, the desire for home delivered groceries was **amplified**.

**IMMUNITY-BOOSTING FOODS**  
 People were buying health foods prior to the crisis. But in the wake of Covid-19, a desire for foods that boost immunity in particular has developed. This is an **adaptation** in line with the anxieties of the pandemic.

EXISTING MOTIVATION

NEW MOTIVATION

The most interesting developments will be those that speak to new motivations that have emerged during the crisis

**DIGITAL**  
 During the crisis, people were trialling virtual food events – from supper clubs to wine tastings – a new behaviour to **substitute** the existing desire to eat out in social spaces.

**RESTAURANT MEAL KITS**  
 During the crisis, people have been ordering restaurant meal kits to home, but have gained such a taste for it that many restaurants plan on continuing this service. This is a **deviation** – a new behaviour that has led to a new need.

SUBSTITUTES

DEVIATIONS

NEW BEHAVIOUR



So let's explore  
the key **behaviours**  
**defining the ways**  
**we stay entertained**  
during Covid-19...

01

## Comfort Blankets

People want  
entertainment that  
**provides comfort  
amid anxiety**



# 01

## Comfort Blankets

People want  
entertainment that  
**provides comfort  
amid anxiety**

### Before Covid-19

The rise of binge watching and ongoing global popularity of sitcoms like Friends and The Office have taught us that home entertainment is extremely good at helping us protect ourselves from the outside world.

### During Covid-19

Between daily death tolls and a digitised civil rights movement, entertainment that makes us feel warm and safe has taken on fresh purpose during this time, with our screens doubling as comforters.

# Where we've seen it?



**Talking Pictures TV is a family-run TV channel airing black and white movies based out of a Hertfordshire garden that blew up during lockdown**

*UK*



**John Krasinski's Some Good News gained over 71 million views and 2.57 million subscribers between March and May**

*US / Global*



**A community of South Korean vloggers have gained a global following for soothing 'silent vlogs' that document soothing everyday routines**

*Global / South Korea*



**A World of Calm is a collaboration between HBO Max and mental health app Calm, in which celebrities will read soothing 30-minute stories in a TV miniseries**

*Global*



AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR



COMFORT BLANKETS

EXISTING MOTIVATION

NEW MOTIVATION

SUBSTITUTES

DEVIATIONS

NEW BEHAVIOUR

AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR



COMFORT BLANKETS

EXISTING MOTIVATION

*The desire to turn off was there before, but what we're turning off from is very different – it's more serious than it's been before*

**Werner Iucksch, Strategy Director, Singapore**

NEW MOTIVATION

SUBSTITUTES

DEVIATIONS

NEW BEHAVIOUR

AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR



COMFORT BLANKETS

EXISTING MOTIVATION

NEW MOTIVATION

*This is about comfort though distraction. But because of what's going on right now, we have to live in the now to make sure we understand what's going on. So people are double dutching between being present and engaged, and escaping for their own self-care. It's a balancing act*

**Dr. Tunisha Singleton, Media Psychologist & Brand Consultant**

NEW BEHAVIOUR

SUBSTITUTES

DEVIATIONS

# What it means for brands

## In Q3 and Q4...

There's an opportunity for brands to offer people a moment of escape at a time when their feeds are filled with anxiety around the pandemic and wider political unrest.

This is about leaning into entertainment. It's an opportunity for brands to show their more whimsical and playful sides.

## In the new normal...

In the longer term anxiety levels will decrease as people get used to living with the virus, and even more so once there's a vaccine.

That's not to say the need for escape won't still exist – the struggles of the everyday will still see people look to entertainment as a means of escape – as they have done previously – but it's unlikely to be maintained at this scale.

# 02

## Living Live

Live streamed  
entertainment  
**has gone  
mainstream**



# 02

## Living Live

Live streamed  
entertainment  
**has gone  
mainstream**

### Before Covid-19

Despite ongoing buzz around live platforms like Periscope and Twitch, prior to the crisis, live digital content was largely reserved for the fringes of digital culture.

### During Covid-19

During the first wave, creators and viewers alike were confronted with an unusual amount of time on their hands, giving them the opportunity to experiment with live digital content, and removing inertia in the process.

# Where we've seen it?



**Twitch channel Just Chatting – known for content that transcends gaming – saw 134 million hours streamed during April alone**

*Global*



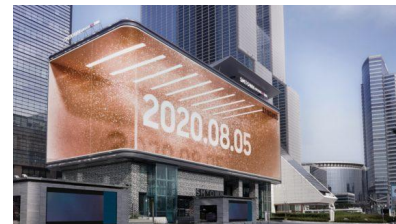
**BTS hosted a concert during lockdown – one of many – which drew over 750,000 viewers, raking in around \$25 million**

*Global / China*



**GCN Race Pass allows people to watch live cycling races from all over the world through its app**

*Global*



**The Galaxy Unpacked 2020 is a live virtual event to launch the next Samsung Galaxy handset**

*Global*

*We've been [broadcasting live content] using people from IKEA, shooting live streams directly from their homes, and developing a real bond with our followers. Real people talking to real people about their needs, from their homes. That really worked for us. Because it wasn't just about the brand anymore*

**Matteo Bellini, Integrated Media  
Manager at IKEA Italia**





AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR

EXISTING MOTIVATION

NEW MOTIVATION



LIVING LIVE

NEW BEHAVIOUR

SUBSTITUTES

DEVIATIONS

AMPLIFICATIONS

ADAPTATIONS

**EXISTING BEHAVIOUR**

*We've been talking about live for a long time now and the tools have been around for a while, too, but for most people this is a new behaviour*

**Werner Iucksch, Strategy Director, Singapore**

**EXISTING MOTIVATION**

**NEW MOTIVATION**



**LIVING LIVE**

**NEW BEHAVIOUR**

SUBSTITUTES

DEVIATIONS

AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR

*This behaviour has flourished at a time when actual live events haven't been available. So it started out by serving an existing motivation*

*Harvey Cossell, Group Head of Strategy, UK*

EXISTING MOTIVATION

NEW MOTIVATION



LIVING LIVE

NEW BEHAVIOUR

SUBSTITUTES

DEVIATIONS

AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR

*There's potential to make this behaviour more sustainable by driving new motivations, through the use of influential figures. The opportunity to work out with someone famous is definitely a new motivation for me to download or purchase a home workout, for example*

**Dr. Tunisha Singleton, Media Psychologist & Brand Consultant**

EXISTING MOTIVATION

NEW MOTIVATION



LIVING LIVE

NEW BEHAVIOUR

SUBSTITUTES

DEVIATIONS

# What it means for brands

## In Q3 and Q4...

The desire for live digital entertainment will be heightened until we have a vaccine, bolstered by the fact that large-scale live events are still off the cards for the foreseeable future.

During this time, there's an opportunity for brands to use this type of content to show more authentic, and less curated sides of themselves.

## In the new normal...

After the crisis has passed, we could see brands use live digital content to complement live physical events, adding an additional layer of exclusive access via digital channels.

Live content has a lot of staying power. This is especially true when it comes to working with influencers and talent. Brands across categories have the opportunity to bring people closer to their heroes and facilitate more intimate experiences as a result.

# 03

## Thirsty Fandoms

Fan communities  
have been **living for  
surprise lockdown  
drops**



# 03

## Thirsty Fandoms

Fan communities have been **living for surprise lockdown drops**

### Before Covid-19

Fan communities have always rallied around shared cultural moments, with emotions like anticipation and surprise often central to their experience.

### During Covid-19

During lockdown, many of the moments these communities had been waiting for were pushed back or cancelled. In light of this, surprise drops and early releases at this time have been treated like lifelines, heightening the experience of being a fan.

# Where we've seen it?



Fans campaigned for the early release of *The Last Dance*, leading to it becoming the most watched ESPN documentary of all time

*Global*



HBO's *Euphoria* fans have redirected their excitement to *Malcolm & Marie* – a film made in lockdown by the show's lead Zendaya and director Sam Levinson

*Global*



Writer and director Miranda July is inviting her fans into the launch of her next film, by releasing the trailer to her IG Followers early, and asking them to screen it on IGTV unanimously

*US*



Direct to VOD releases like *Frozen 2* and *Trolls: World Tour* are international successes

*Global*



AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR

EXISTING MOTIVATION



THIRSTY FANDOMS

NEW MOTIVATION

NEW BEHAVIOUR

SUBSTITUTES

DEVIATIONS

AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR

*The anticipation of release dates is a familiar feeling. But it's turned all the way up because our patience is thin right now. We don't want to wait. Distractions and alternatives are limited in this climate, we don't have much else to look forward to. During this time, fandom has been reframed as a form of social programming and connection*

**Dr. Tunisha Singleton, Media Psychologist & Brand Consultant**



THIRSTY FANDOMS

EXISTING MOTIVATION

NEW MOTIVATION

SUBSTITUTES

DEVIATIONS

NEW BEHAVIOUR

# What it means for brands

## In Q3 and Q4...

The physicality of fandom has been removed during this time, and so there's a desire to generate heightened emotions to replicate those feelings. There's an opportunity for brands to help people feel connected at a time when shared IRL moments are off the table.

It ties into a broader opportunity for brands to be providing emotional lifts to audiences during a time period rife with anxiety.

## In the new normal...

In the long-term, we could see people's expectations of brands shift. If they do, these kinds of random acts of kindness and serendipitous events will need to be baked into brand calendars, rather than occurring on an ad hoc basis.

We could also see people grow more impatient with traditional media cycles. Against that backdrop, innovations like straight to VOD released could hail in new norms.

## 04

## Virtual Selves

People have been spending more of their time online **as avatars**



# 04

## Virtual Selves

People have been spending more of their time online **as avatars**

### Before Covid-19

Once exclusive to gamer communities, avatars have become increasingly commonplace internet-wide in recent years.

### During Covid-19

Stripped of the luxury of venturing into the outside world, avatars have become more popular than ever, with people using their virtual selves to immerse themselves in shared digital entertainment experiences.

# Where we've seen it?



**Global Pride partnered with We Are Social Singapore to host a Pride march in Animal Crossing**

*Global*



**People are creating quarantine blogs in The Sims 4 Quarantine Challenge**

*Global*



**For those who weren't satisfied just watching the livestream of One World: Together at Home, Roblox opened an in-game venue so that people could attend with their avatars**

*Global*



**Avatar app Taobao Life 淘宝人生 has been blowing up during lockdown, with Valentine's Day seeing many brands use the platform to connect couples during lockdown**

*China*

AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR

EXISTING MOTIVATION

NEW MOTIVATION



VIRTUAL SELVES

NEW BEHAVIOUR

SUBSTITUTES

DEVIATIONS

AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR

*This is certainly a new behaviour for many people. It's about conscious participation, driven by the desire to experience things in immersive ways when we're deprived on a sensory level*

**Dr. Tunisha Singleton, Media Psychologist & Brand Consultant**

EXISTING MOTIVATION

NEW MOTIVATION



VIRTUAL SELVES

NEW BEHAVIOUR

SUBSTITUTES

DEVIATIONS



AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR

EXISTING MOTIVATION

NEW MOTIVATION

*This behaviour tallies with heightened gaming penetration during lockdown. But as we see more people invest their time in these digital spaces, we're also seeing them grow attached to them, and develop new motivations to spend time in them more regularly*

**Bruno Tecci, Head of Strategy, Italy**



VIRTUAL SELVES

NEW BEHAVIOUR

SUBSTITUTES

DEVIATIONS

*Digital spaces like online games are also social networks – places where people spend time and community can be fostered. These spaces become more credible when you reframe them in this way*

**Werner lucksch, Strategy  
Director, Singapore**



# What it means for brands

## In Q3 and Q4...

In the short-term, any brand that facilitates offline self-expression should enable people to do the same via their avatars.

There's also an opportunity for brands to create immersive digital experiences for people to attend with their avatars – from Travis Scott's Fortnite show to graduations held in Minecraft, anxiety about the outside world will lead to people seeking out moments like these online.

## In the new normal...

With platforms like Facebook and Snapchat investing heavily in avatars to use in-platform, this is part of a shift away from anonymity and towards more fully formed digital citizenship, giving these avatars new meaning and weight.

We could also start to see brands humanise themselves in digital spaces, whether using avatars to put an actual face on customer service, or anthropomorphising themselves in spaces like Animal Crossing or Roblox.

05

## Home Playgrounds

People are using digital channels to **make the most of their downtime from home**



# 05

## Home Playgrounds

People are using digital channels to **make the most of their downtime from home**

### Before Covid-19

The rise of JOMO and the broader 'cocooning' trend have seen more people spending their downtime at home in recent years, enabled by digital services.

### During Covid-19

During lockdown, downtime from home wasn't optional, so people have been getting creative with home entertainment. Even as economies reopen, the 'homebody economy' continues to be bolstered by anxiety around leaving the house.

*Covid-19 has been a crucial moment for us to understand the importance of our homes. They're not only a shelter, but an environment within which we can enjoy our lives*

**Matteo Bellini, Integrated Media Manager at IKEA Italia**



# Where we've seen it?



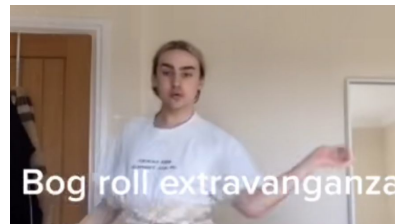
People have been investing in bigger screens, with the beginning of lockdown in the UK saw a 39% rise in TV sales, compared to the previous year

UK



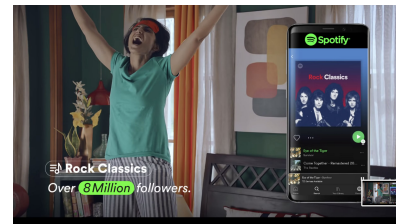
People have been investing in at-home workouts as home exercise soars, with Lululemon buying fitness hardware start-up Mirror

*Global*



The rise of TikTok has been driven by people looking to entertain themselves from home, with challenges like 'Category Is... Social Distancing' seeing people craft elaborate costumes in the name of potential fame

*Global*



Spotify advertises playlists that can change the mood of your space

*Global*

AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR



HOME PLAYGROUNDS

EXISTING MOTIVATION

NEW MOTIVATION

SUBSTITUTES

DEVIATIONS

NEW BEHAVIOUR



AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR



HOME PLAYGROUNDS

EXISTING MOTIVATION

*People have always wanted to enjoy their homes, but we don't have a choice right now. The home is becoming much more multipurpose, and during this time we've gotten comfortable. We're redefining what home means to us*

**Bruno Tecci, Head of Strategy, Italy**

NEW MOTIVATION

SUBSTITUTES

DEVIATIONS

NEW BEHAVIOUR

# What it means for brands

## In Q3 and Q4...

This behaviour will continue to be relevant in the short term, and as a result, there are opportunities for brands across industries to maximise the potential of leisure from home for all family members.

In particular, home brands will have a huge opportunity to help people change the feeling and purpose of people's space.

## In the new normal...

For brands that successfully help people enjoy their space during this time, there's an opportunity to become a mainstay in people's habits, routines and daily lives in the long-term.

This is about brands understanding that the context of their products is changing on a fundamental level. This could also impact product development long after Covid-19.

# To recap



01

## Comfort Blankets

People want entertainment that provides comfort amid anxiety



02

## Living Live

Live streamed entertainment has gone mainstream

03

## Thirsty Fandoms

Fan communities have been living for surprise lockdown drops



04

## Virtual Selves

People have been spending more of their time online as avatars



05

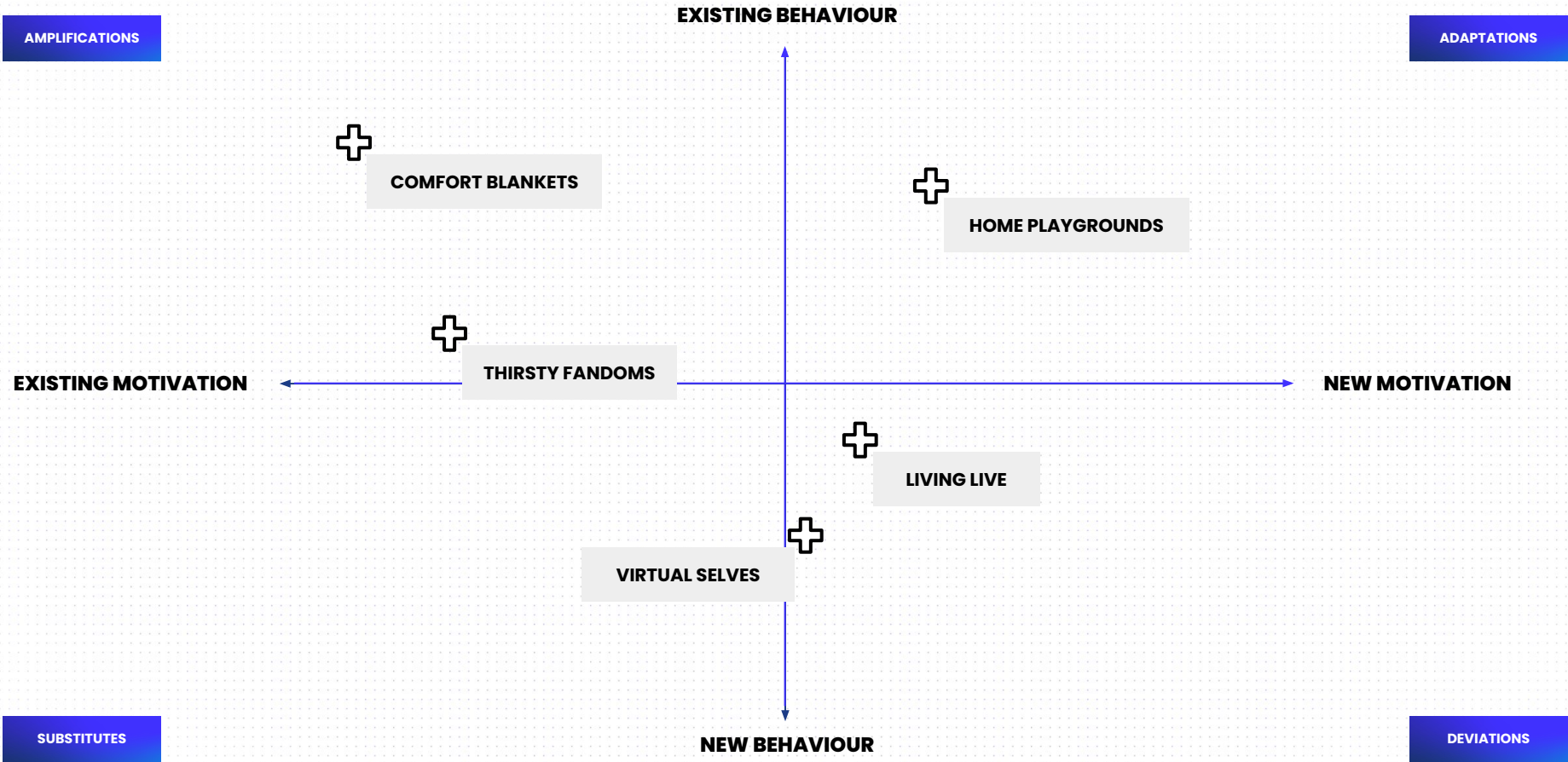
## Home Playgrounds

People are using digital channels to make the most of their downtime from home



AMPLIFICATIONS

ADAPTATIONS



SUBSTITUTES

DEVIATIONS

AMPLIFICATIONS

ADAPTATIONS

EXISTING BEHAVIOUR



COMFORT BLANKETS



HOME PLAYGROUNDS

EXISTING MOTIVATION

So what unites the three newest and most promising developments we're seeing in entertainment behaviours that have emerged during this crisis?

NEW MOTIVATION



LIVING LIVE



VIRTUAL SELVES

NEW BEHAVIOUR

SUBSTITUTES

DEVIATIONS

Immersive entertainment  
is moving from the fringes  
into the mainstream.

Previously, these behaviours were largely reserved for the fringes of digital culture...

**Living Live** sees livestreaming expand beyond gaming, enabling people to connect in real-time across genres.



**Home Playgrounds** has seen people use emerging tech to keep themselves entertained from home.



**Virtual Selves** sees a breadth of people immerse themselves in virtual worlds for a range of new interest-led reasons.



The restrictions of lockdown have led to experimentation.

While some behaviours will pass with the crisis, we're overcoming inertia to others, and **it's driving innovation.**





# Already, we're seeing brands and platforms adapt to this changing landscape...

**Fortnite** has launched party mode, in which weapons and building have no place, but virtual hangs and holographic visuals do.

## Fortnite's new experimental mode is about partying, not fighting

Party royale

By Andrew Webster on April 29, 2020 1:48 pm



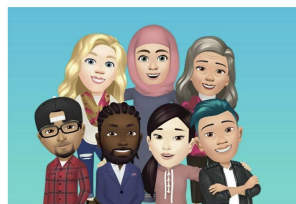
**Facebook** has launched Avatars, enabling people to create and customise in-platform versions of themselves.

## Make a Facebook avatar for chat, Instagram, Twitter and more. Here's how

Facebook now lets you create and customize a cartoon version of yourself to use on the social network and other messaging services.

**Katie Conner**  
June 9, 2020 4:15 p.m. PT

Manage Cookies >6

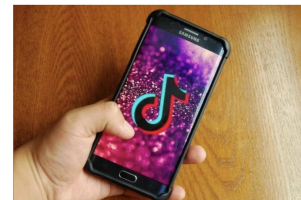


**TikTok** and its success during lockdown is hailing in a new form of social entertainment, in which second screens are not an option.

## Is This App the Key to Ticking Away the Minutes of Social-Distance-Induced Boredom?

By Sophia Englehart

Posted Jul 28, 2020 at 12:51 PM



A guide to the latest social media platform that's taking youth culture by storm.

**ANY  
QUESTIONS?**

**we  
are.  
social**